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## October Post 12

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Prof. McNeill

Oct 31, 2014



In the spirit of crowd-sourcing as a means of giving us some good potential contenders to research (or, at the least, in the spirit of generating some twitter action for our feed, because the [DFP website has gone LIVE](#) ), I just sent the following to my students. I typically don't offer extra credit points for things like filing out the evals or whatever, but I feel like this is actually asking them to engage in folkloric concepts, so I'm okay with the e/c offer. If you'd like to do the same with your students, feel free! (I know they're not folklore students, but hey--they might be interested!)

Hi everyone,

It's a Halloween special today: the chance to earn two extra credit points in the class! (If that doesn't sound like a lot, keep in mind that that's two OVERALL points, meaning that if your final grade before extra credit is an 85 (a B), two points could boost you to an 87 (a B+)!

Here's what to do: the folklore program has started a new initiative called the Digital Folklore Project ([www.digitalfolkloreproject.com](http://www.digitalfolkloreproject.com)). The goal of the project is to research and announce the digital folklore trend of the year. Basically, we're looking for online memes, rumors, urban legends, hashtags, vines, copy/paste status updates, etc. that are (or have been) circulating popularly this year. To kick off the inaugural year of the project, we're asking everyone to tweet their ideas for contenders using the hashtag #DigitalTrendOfTheYear.

You can earn half a point of extra credit for each separate tweet you make, up to two points in total (four tweets will earn you the full two points; two tweets would earn you one point). The tweets will need to be made on separate days--you can't just make four in a row all at once--and they'll each need to include a different idea for a potential digital trend of the year.

What kind of stuff are we looking for? Things like the ALS Ice Bucket Challenge or the "Brace Yourself... Ebola is Coming" memes. Get creative with what you think might count, and tweet out your suggestions! You can do a search for the hashtag #DigitalTrendOfTheYear to see what others have suggested, and if you want to see the detailed criteria that the selection team is using, you can visit the website. We'll be talking about digital folklore in class in a few weeks, and that lecture may give you some ideas, too!

In order to get credit for your tweets you'll need to use the hashtag #DigitalTrendOfTheYear (and type it in carefully--if you get it wrong, I won't see your tweet!) and you'll need to make sure that I know who is tweeting! If your Twitter account doesn't include your real name, you'll need to send me an email letting me know who you are on Twitter.

If you don't have a Twitter account, you can make one for free at [twitter.com](http://twitter.com).

#HappyHalloween! :)

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